

ORDER



Orders
Order / Rev: 706583
Alt Order #: 06279333
Product Desc: LCV SEN MAJORITY PAC
Estimate: 1611
Flight Dates: 08/16/12 - 08/29/12
Original Date / Rev: 09/23/12 / 09/23/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: League of Conservative Voters/ Senat
Demographic: A25-54
Product Codes: IS-Candidate/US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	63	\$75,550.00	\$64,217.50
08/27/12	08/29/12	19	\$22,550.00	\$19,167.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	63	\$75,550.00	\$64,217.50	0.00
September 2012	19	\$22,550.00	\$19,167.50	0.00
Totals	82	\$98,100.00	\$83,385.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	08/16/12	08/29/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	4	\$2,800.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/16/12	08/22/12	MTWTF--					2	\$700.00		0.00			
Week:		08/23/12	08/29/12	MTWTF--					2	\$700.00		0.00			
2	WUSA	08/16/12	08/29/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	6	\$5,400.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/16/12	08/22/12	MTWTF--					3	\$900.00		0.00			
Week:		08/23/12	08/29/12	MTWTF--					3	\$900.00		0.00			
3	WUSA	08/16/12	08/29/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	10	\$12,000.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/16/12	08/22/12	MTWTF--					5	\$1,200.00		0.00			
Week:		08/23/12	08/29/12	MTWTF--					5	\$1,200.00		0.00			
4	WUSA	08/16/12	08/29/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
CBS SOAPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/16/12	08/22/12	MTWTF--					3	\$1,000.00		0.00			
Week:		08/23/12	08/29/12	MTWTF--					3	\$1,000.00		0.00			

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 Estimate: 1611

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WUSA	08/16/12	08/29/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	6	\$4,800.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/16/12		08/16/12	08/22/12	MTWTF--					3	\$800.00		0.00			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					3	\$800.00		0.00			
6	WUSA	08/16/12	08/29/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	6	\$4,800.00
9 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/16/12		08/16/12	08/22/12	MTWTF--					3	\$800.00		0.00			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					3	\$800.00		0.00			
7	WUSA	08/16/12	08/29/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
9 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/16/12		08/16/12	08/22/12	MTWTF--					3	\$1,200.00		0.00			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					3	\$1,200.00		0.00			
8	WUSA	08/16/12	08/29/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	1	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/16/12		08/16/12	08/22/12	MTWTF--					1	\$4,500.00		0.00			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					1	\$4,500.00		0.00			
9	WUSA	08/16/12	08/29/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	10	\$3,500.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/16/12		08/16/12	08/22/12	MTWTF--					5	\$350.00		0.00			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					5	\$350.00		0.00			
10	WUSA	08/16/12	08/29/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	4	\$2,500.00	P-1	0.00	NM	8	\$20,000.00
ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/16/12		08/16/12	08/22/12	MTWTF--					4	\$2,500.00		0.00			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					4	\$2,500.00		0.00			
11	WUSA	08/16/12	08/29/12	9-930a Inside Edition	CM	9-930a	MTWTF--	:30	2	\$300.00	P-1	0.00	NM	4	\$1,200.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/16/12		08/16/12	08/22/12	MTWTF--					2	\$300.00		0.00			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					2	\$300.00		0.00			
12	WUSA	08/16/12	08/29/12	930-10a The Insider	CM	930-10a	MTWTF--	:30	2	\$300.00	P-1	0.00	NM	4	\$1,200.00
THE INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/16/12		08/16/12	08/22/12	MTWTF--					2	\$300.00		0.00			
Week: 08/23/12		08/23/12	08/29/12	MTWTF--					2	\$300.00		0.00			
13	WUSA	08/18/12	08/25/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
9 NEWS AT 6PM SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-					1	\$600.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	-----S-					1	\$600.00		0.00			
14	WUSA	08/19/12	08/26/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
9 NEWS AT 630PM SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S					1	\$1,000.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$1,000.00		0.00			
15	WUSA	08/19/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00

